Tourism is one of Montana’s leading industries. Non-resident visitors add money to the state’s economy, supporting jobs and reducing state and local taxes for Montana residents. The Montana Office of Tourism and Business Development (MOTBD) at the Department of Commerce markets Montana to maximize non-resident spending.

### ECONOMIC IMPACT PROFILE (VS. 2017)*

<table>
<thead>
<tr>
<th>Category</th>
<th>2018</th>
<th>2017</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-resident Visitation</td>
<td>12.2 Million</td>
<td>-2.4%</td>
<td></td>
</tr>
<tr>
<td>Non-resident Spending</td>
<td>$3.7 Billion</td>
<td>+10%</td>
<td></td>
</tr>
<tr>
<td>Jobs Supported</td>
<td>58,800</td>
<td>+10.2%</td>
<td></td>
</tr>
<tr>
<td>Salaries</td>
<td>$1.5 Billion</td>
<td>+10.5%</td>
<td></td>
</tr>
<tr>
<td>State &amp; Local Taxes</td>
<td>$227.5 Million</td>
<td>+11.3%</td>
<td></td>
</tr>
</tbody>
</table>

### NON-RESIDENT SPENDING, 2014–18*

![Bar chart showing non-resident spending by category from 2014 to 2018.](chart.png)

- **Gasoline, Diesel**: $848,380,000
- **Restaurant, Bar**: $660,340,000
- **Hotel, Motel**: $438,430,000
- **Outfitter, Guide**: $394,640,000
- **Retail Sales**: $354,430,000
- **Groceries, Snacks**: $272,020,000
- **Licenses, Entrance Fees**: $265,710,000
- **Auto Rental**: $145,820,000
- **Rental Cabin, Condo**: $107,790,000
- **Made in Montana**: $91,450,000
- **Campground, RV Park**: $44,840,000
- **Vehicle Repairs**: $30,110,000
- **Misc. Services**: $27,410,000
- **Gambling**: $12,680,000
- **Farmers Market**: $6,240,000
- **Transportation Fares**: $610,000

**Total**: $3,700,900,000

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*Economic impact data collected and published by the Institute for Tourism & Recreation Research, itrr.umt.edu.

*Figures updated February 2019.
Tourism and film promotion is funded through the 4% Lodging Facility Use Tax, commonly known as the “Bed Tax.” Enacted by the 1987 Legislature, the Bed Tax is collected from guests of hotels, motels, bed and breakfasts, guest ranches, resorts, and campgrounds. These funds are divided according to the chart below.

No additional funds come from Montana’s General Fund. In fact, tourism helps to support the General Fund due to the additional 3% Lodging Facility Sales Tax added to the original 4% in 2003.

DISTRIBUTION OF 4% LODGING FACILITY USE TAX

- **MT Heritage Preservation Commission**: 1.2%
- **Historical Society**: 1.0%
- **MT Historical Interpretation (Historical Society)**: 2.6%
- **University System (ITRR)**: 2.5%
- **General Fund (SB 261 8.1% of MOTBD Share)**: 5.1%***
- **FWP (Parks)**: 6.4%
- **Regions/CVBs**: 22.1%
- **DOR Tax Admin + State Employee Reimbursement**: 0.5%
- **Tribal Tourism**: 0.5%
- **Montana Office of Tourism and Business Development**: 58.2%

*OBPP 2019 Biennium Revenue Estimate, Page 8-3
**Joe Ramler, Senior Economist, Dept of Commerce 5/22/18
***5.1% of total distribution